

CITY OF OAKLAND
AGENDA REPORT

09 OCT -1 PM 4:05

TO: Councilmember Nadel, Chair, and Members of the Public Works Committee
ATTN: Dan Lindheim
FROM: Councilmember Patricia Kernighan
DATE: October 1, 2009

**REPORT AND RESOLUTION DIRECTING THE CITY ADMINISTRATOR TO
WORK WITH MERCHANTS TO IDENTIFY STREETS ON WHICH TO
INCREASE PARKING TIME LIMITS AT PARKING METERS DESIGNATED
WITH A LIMIT OF ONE HOUR TO A TWO HOUR LIMIT OR GREATER**

SUMMARY

City Council is requested to direct the City Administrator to reach out to merchant organizations throughout the City to explain the potential benefits of extending meter time limits and ask the merchants to identify any streets or portions of streets where they would like the meter times extended and by how long.

FISCAL IMPACT

There will be a cost for printing new stickers for the meters and kiosks to properly identify the time limit for the meter or kiosk. There is a minimal fiscal impact due to staff time involved in resetting the Cale parking kiosks to a different time limit.

BACKGROUND

Historically, time limits on parking meter were determined by staff from the Transportation Services Division after gathering input from merchants about how much time their customers needed to transact business. For instance, in front of a bank or dry cleaner, one or more meters were often limited to 30 minutes to encourage turnover of cars and availability of parking spaces for the customers of those businesses. Businesses that needed longer limits such as hair salons usually had nearby meters with two hour limits. Some meters in the city were for even longer periods of time. In the past, it was possible to have a variety of time limits on a block because the old single-space meters could each be regulated separately.

With the advent of the Cale multi-space meters, which usually regulate eight to ten parking spaces, all those spaces had to have the same time limit. As a result, with the change-over to Cale meters, there is more standardization of time limits, usually a long stretch of 1 hour meters or 2 hour meters.

Item: _____
Public Works Committee
October 1, 2009

KEY ISSUES AND IMPACTS

As a result of the enhanced parking enforcement, higher meter rates and higher fines that were implemented in July 2009, many residents have written to Councilmembers complaining of getting tickets in shopping districts throughout the city. One of the frequent complaints is that the time limits on meters do not allow shoppers enough time to accomplish their errands and therefore shoppers are constantly anxious about the risk of getting a ticket. Quite a few customers have said they are willing to pay the increased meter rate, but they can't buy enough time to avoid getting a ticket when they have a longer visit, such as for a hair appointment or going to a movie or restaurant. If the time limits were longer, they could pay for the time needed.

The traditional argument for having time limits on meters was to encourage turnover of cars. The City and merchants wanted to make sure that the parking spaces were available to customers and were not taken up all day with commuter or employee parking. Now that the meter rate has increased to \$2.00 per hour, merchants have observed that unoccupied metered spaces are almost always available on each street. The relatively high cost of the meters has had the effect of deterring cars from parking for long periods of time. Thus the goal of accomplishing turnover and availability of parking is now being achieved by a new mechanism—that of higher pricing—so we no longer need to rely solely on arbitrary time limits in order to make parking available.

RECOMMENDATION(S) AND RATIONALE

My personal preference would be to increase the time limits on most meters throughout the City to three or four hours, since I think the time limits are no longer needed. This would enable people who want to have a longer visit to a shopping area spend more money in the longer visit. For instance, they could have lunch and go shopping. Or go to a movie and go out for ice cream afterwards. It is very unlikely that someone who wants to linger for hours at a coffee shop will want to pay \$6 to park for three hours.

However, I believe that it is a good practice to invite input from merchants and residents *prior* to instituting any changes in parking, so that there is understanding about the purpose of the new policy and buy-in by the affected businesses. Therefore, I recommend that the City Administrator direct Transportation Services Division staff reach out to merchant organizations throughout the City to explain the potential benefits of extending meter time limits and ask whether the merchants would like the meter time limits extended on their blocks. In the event that City Council offices would like to assist with the merchant outreach, that would of course be helpful, and would likely hasten the process.

Item: _____
Public Works Committee
October 1, 2009

SUSTAINABLE OPPORTUNITIES

Economic: Longer meter time limits could reduce shopper anxiety over getting tickets and thus encourage more people to shop in Oakland.

Environmental: Longer meter time limits would encourage people to accomplish more errands with a single car trip, thereby possibly reducing the total number of car trips.

Social Equity: There are no significant social equity issues.

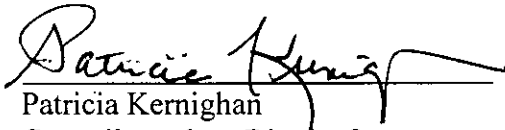
DISABILITY AND SENIOR CITIZEN ACCESS

Disabled persons would be unlikely to be affected by this recommendation, as they already qualify for a disabled parking placard, which allows unlimited time parking.

ACTION REQUESTED OF THE CITY COUNCIL

City Council is requested to direct the City Administrator to reach out to merchant organizations throughout the City to explain the potential benefits of extending meter time limits and ask the merchants to identify any streets or portions of streets where they would like the meter times extended and by how long.

Respectfully submitted,

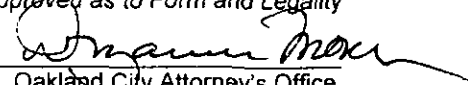

Patricia Kernighan
Councilmember, District 2

Item: _____
Public Works Committee
October 1, 2009

FILED
OFFICE OF THE CITY CLERK
OAKLAND

09 OCT - 1 PM 4:08

Approved as to Form and Legality


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER PATRICIA KERNIGHAN

RESOLUTION DIRECTING THE CITY ADMINISTRATOR TO WORK WITH MERCHANTS TO IDENTIFY STREETS ON WHICH TO INCREASE PARKING TIME LIMITS AT PARKING METERS DESIGNATED WITH A LIMIT OF ONE HOUR TO A TWO HOUR LIMIT OR GREATER

WHEREAS, many shoppers and merchants in Oakland's commercial districts have recently complained that one-hour meter times on their block are too short a time for their customers to complete the purpose of their trip to the shopping area, such as finishing a restaurant meal or hair appointment; and

WHEREAS, many shoppers have complained that the risk of getting a parking ticket is a major disincentive to shopping in Oakland's shopping districts, now, therefore, be it

RESOLVED: The City Administrator is hereby directed to work with merchants or merchant organizations to identify streets on which to increase parking time limits at parking metered spaces currently limited to one hour parking time limits to two hour or greater parking time limits.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN,
REID AND PRESIDENT BRUNNER

NOES -
ABSENT -
ABSTENTION -

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California